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ABSTRACT

This report provides background information on the nation's first family day care accreditation system, a system established by the city of San Antonio in 1985. Program components, including workshops, home visits, and validation, are described. Information concerning a 1988 incentive and recruitment campaign that was funded by Mervyn's Corporation is provided. Recruitment methods included a press conference, television appearances, newspaper articles, and bulk mailings to publicize $100 gift certificates which providers earned by becoming accredited during the campaign. "Love for a Living" recruitment materials were used. Results of an evaluation of the recruitment and incentive campaign showed that paid advertising generated 39 percent of the requests for information. A comparison of program participants who did not qualify for the gift certificate with those who did indicated that the incentive was effective in motivating providers to become accredited. Results of a parent survey and future directions for the accreditation program are discussed. Appended materials include articles about the recruitment campaign, sample bulk mailings, and sample advertisements. (Author/RH)

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ED310856

# Final Report on Incentive & Recruitment Campaign for the San Antonio Family Day Home Accreditation Program

PS 018238

Funded By: Mervyn's (January 1988 - December 1988)
Prepared By: Mary Jo Nelsen
Program Coordinator

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## Abstract

Nelsen, M.J. (1989). Final Report on Incentive and Recruitment Campaign for the San Antonio Family Day Home Accreditation Program. Unpublished paper submitted to the Mervyn's Corporation.

This report provides background information on the nation's first family day care accreditation system, established by the City of San Antonio in 1985. Program components; workshops, home visits and a validation are described. Information regarding a 1988 incentive and recruitment campaign funded by Mervyn's is detailed. Recruitment methods included a press conference, television appearances, newspaper articles, and bulk mailings to publicize $100 gift certificates which providers earned by becoming accredited during the campaign. The "Love for a Living" recruitment materials were utilized. Results showed that although paid advertising generated 39% of the requests for information, only 15% of the 67 individuals became accredited during the campaign, while the results for bulk mailings were reversed. By comparing program participants who did not qualify for the gift certificate with those who did a sizable difference in the number of validations was noted indicating that the incentive was effective in motivating providers to become accredited. Results of a parent survey are given and future directions for the accreditation program are discussed. The appendix includes articles written about the recruitment campaign, sample bulk mailings, and sample advertisements.

**BACKGROUND:**

Prior to 1977, all family day care providers in Texas were licensed and inspected annually. Because of funding cutbacks, day care homes are now registered by mail, never inspected and visited only when a complaint has been lodged against them. In order to improve the safety and quality of home based child care in the City of San Antonio, an accreditation and training program was initiated in 1985 for the City's Child Abuse Prevention Program (since re-named the Children's Resources Division). To-date, ten series of workshops have been completed and the eleventh "quarter" is currently underway. Initial funding for this innovative program, the first accreditation program for family day care providers in the country, came from City of San Antonio general funds as well as a three year Children's Trust Fund Grant.

**PROGRAM DESCRIPTION:**

The training program is based on the Family Day Care Education Series which was developed in 1985 by Thelma Harms with the University of North Carolina. The Family Day Care Rating Scale (FDCRS) by Harms & Clifford was selected as the standard for validation.

Workshop training is provided on eight topics:

| | |
|---|---|
| Growth & Development | Space to Play and Learn |
| Handling Behavior Problems | Working with Parents |
| Health & Safety | Planning an Activity Program |
| Day Care As A Small Business | Child Abuse Prevention |

Each of the above topics is covered in a 2-1/2 hour workshop offered either on Saturdays or week-day nights. Each "Quarter" the classes move to two different community locations in an effort to eventually make the accreditation program accessible to residents from all parts of the city. During the training program each provider receives one or two home visits by program staff. These visits are designed to help providers identify their strengths as well as provide technical assistance. When the provider is ready to become accredited, a validation visit is made to the provider's home. To become accredited the provider must score three or better on at least 30 of 33 items of the FDCRS during a validation visit with no more than three scores of 2. If the provider does not achieve the required ratings, additional technical assistance is provided and those items are re-assessed.

Family day care providers who have a college degree in Early Childhood Education or who have obtained a CDA may request validation without attending the entire training series.

Once accredited, the provider benefits by being listed with KidCare, the San Antonio computerized child care referral service. Parents who call and are interested in home day care receive the list of accredited providers. The certificate of accreditation is valid for two years and is not transferable between individuals or residences. Cost to the participant for the entire program is just $15.00.

**MERVYN'S PROJECT:**

During calendar year 1988, the accreditation program operated a special incentive and recruitment program with funding provided by Mervyn's. Several recruitment techniques were tested and city residents who became accredited during 1988 qualified for $100 gift certificates from Mervyn's. In addition, accredited providers who recruited other providers who became accredited were given $25 gift certificates for each provider recruited. The decision to limit incentives to city residents was made by program staff due to pressures related to ensuring long-term funding for the program. Our first three years were partially funded by a grant which would be non-renewable after that period. If the City Council were to be persuaded to fund it entirely (late in 1989), we would have to show substantial numbers of City residents who benefited from the program. Recruitment of providers within San Antonio was a necessary priority.

Goals for this project included:

1) Train and accredit 60 family day home providers.
2) Impact 600 children in the community.
3) Test and evaluate the strategies of using incentives for training accreditation and recruitment efforts.
4) Develop and implement a public information campaign to encourage broader participation in the accreditation program by providers.

The project was monitored under a contract with Child Care Management of Houston. During 1988 two additional accreditation programs for family day care providers were initiated; Child Care Dallas and the National Association of Family Day Care. Under the Family to Family Initiative, Mervyn's and the Dayton Hudson Foundation will be funding five new family day care accreditation programs beginning in 1989. Clearly a trend toward family day care accreditation is underway.

**RECRUITMENT METHODS:**

A media campaign was kicked off in January of 1988 with a major press conference which was held at City Hall. All television stations and both newspapers were represented. Additionally, the program coordinator made numerous appearance on local TV talk shows, on radio programs and several articles were written about the program in local newspapers. See Appendix A for copies of articles. Bulk mailings were done five times during the year to all registered providers in the San Antonio area, approximately 1100 each time. On January 4, 1988 a "Love for a Living" brochure and a postcard explaining the incentives were sent. On July 1, 1988 a second mailing publicized the gift certificates. Also, prior to the beginning of each quarter a bright, colorful postcard was mailed (1/13, 4/19 and 8/18) inviting providers to sign up the our new series of classes and become accredited. See appendix B for copies of mailings.

The local state registration office conducts orientation meetings for new providers twice each month. Accreditation program staff attended each one of these meetings to explain the program. State staff was also particularly helpful in including the "Love for a Living" brochure with every registration packet they sent out to new providers and also encouraged providers to become accredited.

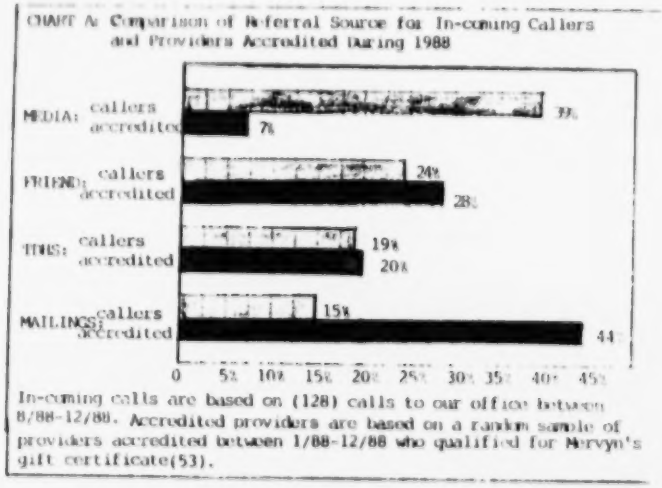
Two part-time recruiters worked on accreditation during the year. The first recruiter worked from April 4th through May 6th and made "cold calls" to registered providers from selected zip codes where KidCare had identified the need for more child care slots. Unfortunately, she left after this time due to a misunderstanding over her salary. The second recruiter started on August 15th and worked on outreach contacts and data collection on 1988 participants in the accreditation program.

Using the "Love for a Living" Campaign, twelve advertisements were placed in local newspapers from August 15th through September 18th. See Appendix C for sample copies of advertisements. An unexpected result was the 9/11/88 Express News article written after the writer saw an earlier ad in her paper.

**RESULTS:**

Data was collected to evaluate the recruitment/incentive campaign using several methods. From August through December incoming callers requesting information were asked to indicate how they had heard about the program. There were a total of 128 calls during this period which we were able to attribute to a referral source (out of 176 total calls). The largest percentage (39%) attributed their call to media sources; newspaper ads, articles, TV and radio programs. Twenty-four percent called due to the recommendation of a friend, neighbor, food program staff member or another provider. Nineteen percent of the callers heard about accreditation due to the State staff involved with registering day home providers (TDHS). Fifteen percent attributed their call to a mailing we had sent out. Chart A shows this distribution. At the year-end, we conducted a telephone survey of a randomly selected sample (50%) of the providers who had become accredited during 1988 and qualified for the incentive grant. Forty-four percent said they had initially heard about accreditation due to one of our mailings. 20% attributed their original knowledge of the program to TDHS and 28% to the referrals of friends, neighbors and other providers. Seven percent attributed their initial awareness of accreditation to a media product; TV, newspaper or radio coverage. Chart A shows the comparison between callers and the 1988 accredited providers in their referral source.

This comparison is valuable because looking at the referral source for incoming calls alone would indicate that media sources; T.V, radio and



newspaper articles, stories and advertisements are the most effective. This would be a misleading impression since what really counts is where the calls come from for those who actually become accredited. Clearly, bulk mailings are more effective in generating calls which result in providers who go on to become accredited, and also are a relatively low cost recruitment tool.

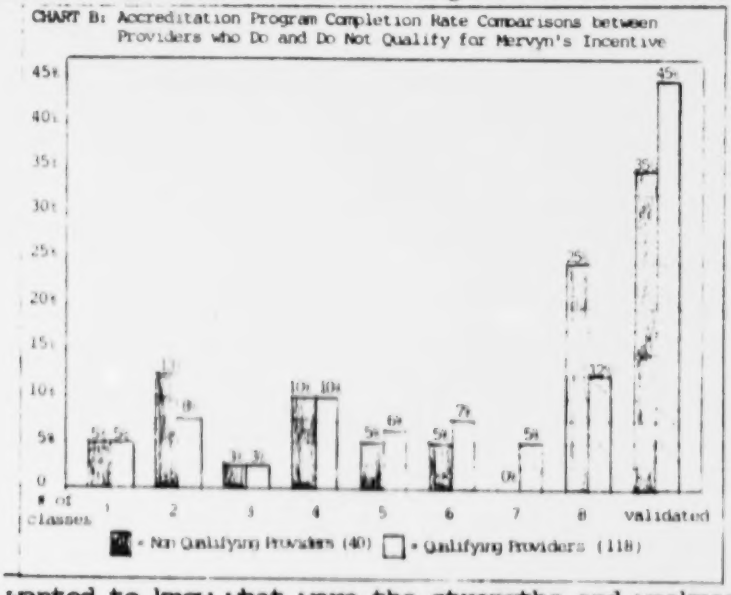
During the project year, 91 providers attended 1-8 of the workshops but did not become accredited. In the fall quarter of the year, when records were available, there were twenty-five providers who did not complete the program. We went back to monthly call sheets to find their referral sources; 8, source unknown; 7, newspaper ads, 5, TDHS; and 5, friends/neighbors, etc. Additionally, the cold calls made during April apparently generated 4 participants who did not complete accreditation requirements. Information on this group who received cold calls is not sufficient to draw any real conclusions about whether the incentives and recruitment techniques motivated people to attend workshops.

During the project year, sixty-seven providers became accredited, while, fifty-three of those qualified for the Mervyn's gift certificate by virtue of living within the city limits. A total of 158 providers attended some training or became accredited during 1988. The completion rate (42%) compares well with the previous year's 19% (of 156 participants in 1987, thirty providers became accredited). Attention to recruitment in 1988 increased the number of accreditations and dramatically improved the completion rate. Although virtually the same number of participants entered the program in both '87 and '88, the increase in the completion rate was significant.

Another question which was asked of the providers at year end in the telephone survey was what had motivated them to become accredited. We wondered how effective the $100 Mervyn's gift certificates were as incentives. They were asked "What caused you to get involved and become accredited"? Eighty-four percent responded "Doing a better job with children". Only one provider said that the gift certificate had motivated her. However, one wonders how believable this result is. Perhaps the providers were reluctant to admit a non-altruistic motive. We were also surprised at their responses which indicated that access to the KidCare referrals had also not motivated their decision to get accredited. Staff reports indicate both KidCare and the gift certificate seemed to be motivating enthusiasm and interest in accreditation when they spoke individually with providers. In the month following the mailing of the second announcement of the gift certificate, 46 calls were generated, eleven of these individuals went on to attend workshops and seven subsequently became accredited.

Another interesting comparison which sheds light on the effect of the incentives is between those who qualify for the incentive and those who do not relative to their level of completion within the accreditation program. Only those who became accredited and lived within the City of San Antonio were eligible for the incentive. Eight workshops and a validation visit are required to become accredited. Chart B shows the percentage of those who did not qualify compared to those who did qualify. There were 40 individuals who participated in the accreditation program and did not qualify for the $100 Mervyn's gift certificate. There were 118 individuals who participated in the accreditation program, who qualified for the $100 Mervyn's gift certificate. The comparisons become significant only at the

level of providers who completed all eight workshops and providers who completed all eight workshops and were validated (became accredited). There were no providers who failed their validation visit, since, two attempts are would appear that the incentive makes little or no difference in attending the workshops, but, does influence the decision to be validated. Thirteen percent more of the non-qualifying providers stopped after completing eight workshops while ten percent more of the qualifying providers went on to schedule a validation visit. In spite of the providers' negative responses to the telephone survey question, their actions show a tendency which indicates strongly that the incentive did motivate their behavior in agreeing to be validated and consequently becoming accredited. Their actions seem to speak louder than their words.




Mervyn's wanted to know what were the strengths and weaknesses of the award process. The gift certificates were awarded twice during the year. The first half received their certificates in July and the second half will probably receive their's in late February or early March of 1989. Clearly, from the above data on Completion Rates, the incentives were more effective in motivating providers to get validated than they were in motivating providers to attend workshops. Perhaps, this was due to the proximity of the validation visit to the certificate being awarded. It might have been more motivating for participants if names had been submitted for the certificates at the end of each training quarter (May, September and December) rather than after only June and December. As it was, the first list ended in the middle of the second quarter. However, it should be noted that although not quantifiable the availability of incentives did generate quite a bit of interest for the program during the project year, judging from the media coverage and calls which resulted. The related question of whether or not this type of incentive is an appropriate one for family day home providers really calls for a subjective judgement.

Frequently, successful recruitment campaigns operate without a tangible incentive such as this project's gift certificates. Two other recruitment campaigns have, also, utilized a tangible incentive. In 1985, Resources for Child Caring of St. Paul, Minnesota operated an Infant Provider Recruitment Campaign where infant equipment was available for long-term loan (6-months) to help new providers get started before they

could purchase this costly equipment out of their day care income. Also, infant toys and materials were given to new providers who would provide infant slots. More recently, Child Care Connection in Trenton, New Jersey operated a "pyramid" plan to pay $50 and give vacuum cleaners to providers who recruited other providers. They found this method accounted for 15% of their total recruitment. In addition to the $100 gift certificates, the San Antonio project gave six $25 gift certificates to accredited providers who recruited other providers who became accredited during 1988. Opinions vary on the appropriateness of incentives unrelated to improving child care quality, however, as previously stated our experience using $100 gift certificates seemed to have been a successful method of increasing San Antonio's pool of accredited day home providers.

**SUMMARY:**

Two surveys were conducted early in 1989 to evaluate the current status of the providers who had become accredited during this project. A short one-page survey was sent to all the 1988 accredited providers for them to distribute to their parents. Approximately 400 were sent out and 75 have been returned, to-date. (See Appendix E for a copy of the parent survey). The average length of time parents have been utilizing the provider is 13 months. Since, the providers surveyed became accredited during 1988, this means that in many cases the parents were with the provider prior to accreditation. Ages of children in care is fairly balanced; 25 infants (0-12 months), 33 toddlers (13-30 months), 29 pre-schoolers (2-1/2-5 years) and 14 school age (5.5+). Parents found their provider primarily by word-of-mouth, 58%. Nineteen percent found their provider by utilizing the KidCare referral service and 18% because of an advertising effort of the provider; eg, an ad in the paper, a sign in the grocery store or front yard. Since, most parents do find their child care by utilizing word-of-mouth techniques this result is not altogether surprising. However, since our office operates the KidCare Line, we will need to do some further investigating to determine if this break-down is correct and if so, determine ways to increase KidCare's effectiveness in filling provider slots. Most parents (66%) indicated that it was either very important to them that their provider is accredited or that they would only place their child in an accredited home. When asked how happy they were with the care their child receives, 97% answered "extremely happy". Their suggestions for additional training topics were nutrition, first aid and CPR. These will be taken into consideration for the current year. Almost half of the parents took this opportunity to write a comment. Most expressed their satisfaction with their provider and many commented on their appreciation of the accreditation process. One parent wrote "My provider became accredited after we hired her. Even though she was an excellent caregiver prior to accreditation, I have seen many benefits from this program!" Another stated, "If you don't have an accredited provider, you don't really know what you are missing. I am so happy and feel that my children are receiving better care than anywhere in the city. My provider is wonderful and I thank you for making this type of program possible. I wish there were more people looking for providers who could learn about this program"! Future publicity materials will probably make use of one of these statements. The results from the parent survey indicate our newest group of accredited providers are offering child care which satisfies the parents of their children.

The second survey we conducted to evaluate the project has been previously mentioned, the telephone survey of a randomly selected group

(50%) of those who had qualified for the Mervyn's certificate. We asked four questions:

1) Were you registered with the State before you heard about the accreditation program? (yes or no)

2) How did you first hear about the accreditation program?
   a) T.V.
   b) Newspaper
   c) Newspaper Article
   d) TDHS
   e) mailouts
   f) word-of-mouth

3) What caused you to get involved and become accredited?
   a) KidCare Referrals
   b) To do a better job with children
   c) To learn from other providers
   d) To qualify for the Mervyn's gift certificate

4) How many openings do you have now?

The providers responses to the second and third questions have been discussed earlier in this report. To the first question we found that we attracted 16% (by extrapolation 11 individuals during 1988) to the field of family day care who also became accredited. There may be additional providers who became registered due to our recruitment efforts and have not as yet become accredited. To the last question we found that the average number of openings was 1.4 children per home (range 0-7). This indicates that most of the providers are doing quite well in maintaining full enrollment, which will probably contribute to a good retention rate in the field.

As we look at the three year record of retention and drop-outs from the accreditation program, the 1986 group shows an annual drop-out rate of 14%, 1987 - 15% and 1988-18%. This is a figure which will need to be watched for any evidence of a trend. One wonders whether there will be a difference in the long-term commitment for providers because of the incentive program. The drop-out figure given by the Texas Department of Human Services for registered providers is 35%, so, the retention rate for accredited providers is much better than that of registered providers.

**CONCLUSION:**

The San Antonio Accreditation Program looks substantially different at the end of the Mervyn's Recruitment Incentives Campaign than it did in December of 1987. 1988 saw more than twice as many providers (67) become accredited as either of the previous two years of the program's existence. Approximately, 50 providers were accredited as of 1/1/88 while at the end of 1988, 110 providers were listed as accredited with KidCare. Attention to recruitment methods will have beneficial effects in years to come as program staff implement changes which occured during the project, i.e;

1) condensing the training schedule so that week-night classes occur weekly (instead of bi-weekly) and Saturday classes occur bi-weekly (instead of monthly), and Saturday classes occur bi-weekly

2) formalization of training curriculum for workshops
3) Bi-monthly newsletter for providers
4) development of a tracking system geared toward monitoring and nurturing each provider's completion of the program
5) "Love for a Living" recruitment campaign
6) utilization of effective techniques to generate media coverage of the program.

Future challenges for the San Antonio Family Day Home Accreditation Program center around continuing to evaluate the data generated by this pioneer project. An item analysis of 1988 validation scores will be conducted and we will undertake a comparison of three family day care rating scales (all currently used in accreditation programs as validation tools) to determine concurrent validity and assist the field in deciding on comparability and validity of these instruments. Since, the number of family day care accreditation systems is increasing throughout the country this information is needed to assist planners and policy makers in designing systems which increase the availability of quality child care for working families with young children and our society as a whole.

MJN:il 08/11/89

Appendix A

Newspaper Articles

SAN ANTONIO LIGHT Jan 15, 1988

**MARISE McDERMOTT**

# Family day homes need accrediting

Children of working parents are not always in day care centers. In addition to some alternative child care arrangements, many young children, particularly infants and toddlers, are in family day homes. There are about 900 family day homes in San Antonio.

Family day homes are run by women who have at least three and up to six children in their homes. It is a wonderful concept of extended family care: many of the homes are in the area where parents live and often, the parents know each other — well enough to recommend the home to their friends.

The problem is that the family day home concept, as friendly and warm as it can be, is not always what it ought to be. Of the approximately 900 family days homes in San Antonio, so far only 65 have been accredited by the city.

This is not a very reassuring number. If you figure an average of five children in each home, that's about 5,400 children who are in homes that have not been inspected, where the provider has not been trained and where there is no guarantee that the children are being properly cared for.

And that's just the number of homes we know about. Anyone who wants to operate a family day home can get registered from the Texas Department of Human Resources by mail. The only time an official visits a home under these conditions is if there is a complaint about abuse — and that visit, is, of course, too late.

Recognizing this dangerous gap and the potential for unchecked abuse, city officials in the Child Abuse Prevention Program decided to institute an accreditation program. The accreditation sessions offer suggestions on how to organize a day with children, on nutrition, on safety, and on how to keep financial records. The program also allows the city to recommend homes to parents who need care for their children. If a parent calls the city's KIDCARE telephone line, representatives of the Day Home Accreditation Program will recommend a home that has been accredited.

Unfortunately, it is a voluntary accreditation program and it requires work on the provider's part, so it's been difficult to implement. This difficulty has been a major source of contention for the child care trainers in the accreditation program.

"We would like to see the day home providers get trained," program coordinator Diana Luna said, "because this is not just babysitting, this is a profession. These women are doing a great deal in their home with the children. We need many more accredited homes to recommend to parents."

I visited one of the accredited homes and it was clear that the program had made a significant impact on the provider, Ursula Kemp. Already a natural when it comes to children, Kemp nonetheless sought training when she began to care for children.

"I had raised five children of my own," Kemp said, "And I wasn't going to go to the training sessions at first, because I was confident of my way with children. I love children and I think it is important for them to learn discipline and to share, but I learned so much more than that at the sessions. They taught me about income tax, about liability insurance and how to be organized. I met other day home providers and I still meet with them once a month in the Happy Homes program. Now I want to know even more for my children . . . because I feel I am a professional and this is a learning environment for children. This is an extended family."

Kemp's house has been transformed, over the six years that she has been a day home provider, into a giant playhouse. There are two nursery rooms with cribs for sleeping babies and there are two rooms filled with toys, puzzles and playhouses for toddlers and older children. There is an immaculate kitchen and a fenced backyard with more three-wheelers than many day care centers have. Kemp cares for one infant, 5 months old, one child almost 2 years old, one 2-year-old and three 3-year-olds. These are happy children, obviously comfortable and confident.

"Do you like it here?" I asked one child.

"Oh, yeah, I love it," he said. But he looked at me like I was a little nuts for asking him. After all, it's the place he's spent most of his life, his home away from home. Would I have asked him if he liked his own home? "You want to see the new puppets Mrs. Kemp got for us?" he asked. End of interview, beginning of play.

To ensure that homes such as Kemp's are created and sustained, parents and day home providers should be accredited. This program should be mandatory and not voluntary, but if enough day home providers come forward and volunteer, then making it mandatory, which would incur an enormous expense for an enforcement staff, may never be necessary. It should be the parents who make it mandatory.

If you are a parent with a child in a family day home, ask your provider, "Are your accredited with the city? And because the answer is most likely, "no," give them this number: 299-7171. If you are a home provider, call the number and become an even better professional than you already are.

# City conducting day-home course

By KAREN MALKOWSKI
Express-News Staff Writer

The city of San Antonio is looking for child-care providers — to help them do their jobs better.

City officials are concerned that there aren't enough accredited day homes, which are child-care facilities set up in people's homes.

"Especially in the area of infant and toddler care, there is a crying need for more providers," said Mary Jo Nelsen, program coordinator for the city's Day Home Accreditation Project. "We estimate there are 400 day homes operating in the city, but only about 80 of those are accredited with us."

But the problem is that while many people would like to start a home day-care facility, they don't always know how to go about it, Nelsen explained.

As a result, the city began holding day-home accreditation classes in 1985. The classes are offered four times a year, with the next cycle starting later this month, Nelsen said.

"The reason we accredit day homes in San Antonio is that these homes are registered by the state but not monitored like day-care centers. Registration is a simple process of sending in some paperwork and paying $35 a year, but there aren't any inspection visits by the state unless there are complaints.

"Our office runs a Kid Care Referral Line for parents to call for the location of good child-care providers, but the city can't recommend homes it has never seen. So we started this program. Now the city recommends only homes that have been accredited."

Accreditation classes are offered either on Thursday evenings or Saturdays. Thursday classes meet weekly and Saturday classes meet every two to three weeks. It usually takes a day-home operator about two to three months to complete the course, Nelsen said.

"The program includes classroom training, lots of materials and resources and home visits," Nelsen explained. "During the course, a child-care professional will visit the home to make recommendations."

Saturday classes will begin Sept. 17. Thursday evening classes will start Sept. 29. For more information, call 299-7171.

For day-home referrals, call the Kid Care Referral Line at 299-7176 or the United Way Help Line at 227-HELP.

VIVA WEDNESDAY

# Workshops offer child-care provider training

By KATHLEEN SHAMLEY NELLIS
Staff reporter

There is a special group of people in the city who "hold highly honorable positions, make decisions that directly affect the lives of others and wield the power to improve society."

You can be one of them, if you become an accredited child-care provider, explains a brochure distributed by the City of San Antonio Child Abuse Prevention Program Day Home Accreditation Project.

San Antonio was the first city in the nation to create a voluntary accreditation program for home child-care providers, said Mary Jo Nelsen, program coordinator of the Children's Resources Division, Department of Human Services. "We're trailblazers in the effort."

New workshops for accreditation will be held this month. A Wednesday class begins today , and is held from 6:30-9 p.m. for eight weeks at MacArthur High School. Saturday sessions begin Jan. 28 and will run from 8:30 a.m. to 2 p.m. for four weeks at the University Presbyterian Children's Center. Either program is $15.

"Training is specifically designed to help promote quality child care in the home environment," Nelsen said. "Topics range from growth and development to business management." Professionals teach practical skills in health and safety, guidance and other areas. Once accredited, the care provider can take advantage of a wide variety of resources in the city, she said.

ANDY KING/SAN ANTONIO LIGHT

**A BUNDLE:** Robyn Allen is one of Lillian Rodriguez's day-care children.

"They will also be put on the KidCare child-care referral service," said Nelsen. "This is a joint program with the city and the United Way Helpline."

But the benefits spread out to the community as the professional skills of the caregiver grow. Quality home care is important said Nelsen, because "family day care is increasingly becoming the choice of more and more working parents." She noted that in San Antonio more than 8,000 children are being cared for by family day-home providers. "Since October 1986 over 110 providers have completed the accreditation process. We have identified a critical shortage of family day-home providers to care for infants and toddlers in San Antonio."

To acquaint the providers with the accreditation process, the agency is sponsoring the "Love for a Living" campaign. She said is it geared toward child-care providers who want professional recognition.

"All they have to do is register as day-home providers with the Texas Department of Human Services and attend the workshops. We will do a home visit to help them set up and then a validation visit."

The validators are local child-care specialists who check to see that the environment is healthy and safe and to see how the providers interact with the children, said Nelsen. They make certain that there is adequate space and that the children have toys to play with.

Preparing is a matter of effort, not expense, she said. "They are accredited for a two-year period and during that time we will continue to help them and work with them. Every 24 months they are revalidated."

Lillian Rodriguez became an accredited child-care provider in 1986, although she has provided home care for children for 11 years. "Also, I have four children of my own, grown now, and five grandchildren. I wondered what else I could learn about taking care of children. But the program was wonderful. It covered arts and crafts and music, health and safety, how to child-proof your home, so many things. I wanted to learn more since I am caring for somebody else's children."

For more information about the accreditation program call 299-7238.

There are a few people we know who hold highly honorable positions, make decisions that directly affect the lives of others, and wield the power to improve society.



CHILD ABUSE PREVENTION PROGRAM

City of San Antonio
Family Day Home Accreditation Project
P.O. Box 839966
San Antonio, Texas 78283-3966

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Funded in part by the Children's Trust Fund of Texas.

# They're called accredited child care providers.

- **What is an accredited child care provider?**

Accredited child care providers are very special people who have agreed to meet higher standards than required by registration. Accredited child care providers are identified as providing quality child care for the infants and small children of working parents. It is one of the most satisfying jobs for people who enjoy working with the young. And we're always looking for extraordinary child care providers who want professional recognition as they love for a living.

- **What benefits does an accredited caregiver get?**

There are alot of good things about being an accredited child care provider. First of all,

* You will be part of the City of San Antonio's free child care referral service -KidCare.
* Highly recognized professionals will teach you many practical skills in areas such as: guidance, child development, health and safety, business management, and much more.
* You will also be able to take advantage of many resources such as information on conferences, community activities, liability insurance, and discounts for supplies from local merchants.

Sounds pretty good, doesn't it?

- **How do I qualify?**

You must be registered with the state of Texas as a family day home provider. And you must genuinely want to care for young children in your home.

- **Do I need special equipment in my home?**

Basically, an accredited caregiver is expected to provide a safe and healthy environment. The provider is encouraged to implement changes and activities in the home in order to enhance the quality of care and learning conditions. That includes adequate space, a variety of toys and games, cribs or play pens for infants and well balanced meals and snacks.

- **Is there a charge for accreditation?**

Yes, for a small fee of $15.00, you will receive training, technical assistance in your home, and a certificate which is good for two years and renewable.

- **I'm interested. What do I do?**

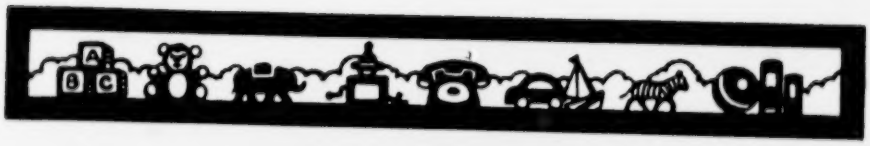
We're interested in you, too. To take the next step toward accreditation, call:

**City of San Antonio Child Abuse Prevention Program**
**Day Home Accreditation Project**

## 299-7171



**We'll help you love, for a living.**



# ALL THIS AND MONEY TOO !?

You love kids. You can communicate with them and they relate to you. You are conscientious and affectionate, but firm. Caring for children and looking out for their welfare is second nature to you. You are sharing your skills by providing day care services in your home.

If you fit this description, you could receive a $100.00 gift certificate from Mervyn's.

As part of a special project, Mervyn's Corporation will give the first sixty San Antonio day home providers to complete the City of San Antonio's family day home accreditation process a $100.00 gift certificate to Mervyn's Department Store.

And if you are already accredited, you are eligible to receive a $25.00 gift certificate for each person you recruit to the program and who becomes accredited.

What a deal! The City accredits you for doing something you enjoy and you get a bonus besides! Call us for details. Our next workshops are:

Wednesday, January 27 or Saturday, January 30.

**City of San Antonio Day Home Accreditation Project**

## 299~7171

CHILD ABUSE PREVENTION PROGRAM

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As part of a special project, Mervyn's Corporation is giving San Antonio day home providers who complete the City of San Antonio's family day home accreditation process a $100.00 gift certificate to Mervyn's Department Store.

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**City of San Antonio Day Home Accreditation Project**

# 299-7171

**Don't forget to register in time and join our team of accredited Home Daycare Providers.**

Our next classes begin on:

Saturday, September 17, 1988
8:30 a.m. - 2:00 p.m.
The Commanders House
645 South Main

or

Thursday, September 22, 1988
6:30 p.m. - 9:00 p.m.
Pat Neff Middle School
5227 Evers Road

For more information call

**299-7238**

SAN ANTONIO CHILD ABUSE PREVENTION PROGRAM

CITY OF SAN ANTONIO
DEPARTMENT OF HUMAN RESOURCES AND SERVICES

**City of San Antonio**
**Family Day Home Accreditation Project**
**P.O. Box 9066**
**San Antonio, Texas 78285**

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chance by, trying to engage him in arguments.

The mayor claimed the opponents were spreading misinformation about the presence of sewage in the water that will fill Applewhite, a charge opponents threw back at Cisneros.

There will be *effluent* from waste water treatments plants in the resevoir, but that is not the same as *raw sewage*. Effluent has been treated and is of higher quality, but it is still not potable. The Water Board's Hash says the presence of effluent is a moot point because of the advanced water treatment plant Applewhite will have. The foregoing of Leon Creek water and the upgrading of sewage treatment plants along the Medina River will show up in vastly improved water sampling results in the Corps of Engineer's Final Environmental Impact Study, Hash says.

Besides, he adds, Applewhite will be a scalping reservoir, one that catches rain runoff. When the lake fills, water will be drained off to the minimum volume of 5,250 acre feet. The majority of the water drained will be rain runoff, he maintains, not treatment-plant effluent. Says Hash: "That water [after treatment] will be of the same chemical quality [as the water from the aquifer]. You won't be able to tell the difference. We had plenty of scalping reservoirs where I came from [Sioux Falls, South Dakota], and I tell you, you can't tell the difference."

Opponents disagree. Councilwoman Helen Dutmer says the treatment plant proposed for the Applewhite is a secondary treatment plant that cannot bring Applewhite water quality up to aquifer quality, which is among the best in the country. "They would need a tertiary plant, and that would be very expensive," she says. Since 1971, Dutmer has chaired the city oversight committee for assuring compliance with sections 201 and 208 of the Clean Water Act, having to do with the upgrade of waste water treatment plants.

Dutmer does not contend that Applewhite water will not be up to state drinking water standards, only that mixing Applewhite water with aquifer water would tend to degrade the city's drinking water. And, ironically, the cost of the water would go up as the quality went down. The regional water plan estimates the cost per acre foot from Applewhite at $2,260. Water from the aquifer is estimated at $50 per acre foot.

Other Applewhite bones of contention include the desirability of flooding farmland and 300 oil wells, and the effect of a substantial loss of tax base for the school district tax rolls. But these are mere squabbles compared to the issue of cost.

The problem of providing water for an expanding regional demand extends

(Continued on next page)

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2[illegible]9-7171

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# The Straight Dope

BY CECIL ADAMS

**Question**

*I'm pretty sure that a wind from the south is called a "sirocco" and a wind from the west is a "zephyr," but what about winds from the north and east? Also, where do these words come from?*

*—Jeffrey Carino, Albuquerque, New Mexico*

**Answer**

Strictly speaking, a zephyr is a *light breeze* from the west, named after Zephyros, the mythological god of the west wind. Most other terms for the wind are associated with a particular region and usually some particularly obnoxious type of weather. For instance, the mistral (from Latin for "master wind") is a dry, cold north wind that blows through the Rhone valley toward the south coast of France. The sirocco is properly a dry, hot southerly wind out of the Sahara that picks up moisture crossing the Mediterranean. It's sometimes held responsible for the fits of matsuiness that occasionally afflict North Africans, e.g., the Algerian War. When such a wind is accompanied by dust and extreme heat, it's called a *simoom*.

One common type of wind is the hot, dry breeze that occasionally pours out of the mountains. In L.A. it's called the Santa Ana wind, in the Alps a foehn, and on the east slope of the Rockies a chinook. Such winds cause a rapid rise in temperature that can melt snow in minutes or, on dry ground, trigger a brushfire. (You may recall the famous Boris Badenov line, "never underestimate the power of the chinook.") They're caused by "adiabatic compression," a concept that I have wisely declined to explain in the past and on which I see no reason to change my policy now. The name Santa Ana, for those of you who care about these things, most likely derives from the mountain range through which the wind blows. But some believe it comes from the column of dust raised by the cavalry of the famous Mexican general Santa Ana, or else from an Indian word *santanta*, "devil wind."

Many other local winds also have names. Writer Lyall Watson counted nearly 100 inexplicably, he did not include Maria's Alaska has the *burga*, a cold northeasterly wind often accompanied by snow. The *papagayo* is a cold northeasterly wind along the Pacific coast of Nicaragua and Guatemala. In Morocco, where they believe in calling a spade a spade, a cold southeaster is known as a *mezzer-thoulloussen*, "[wind] that plucks fowls." The closest equivalent we've got in the U.S. is that blast of hot air known as the *oral-roberts*, "wind that fleeces pigeons." The name may change, but we can be sure the phenomenon will endure forever.

***Is there something you need to get straight?*** *Cecil Adams can deliver the Straight Dope on any topic. Write Cecil Adams, c/o the Current, 8838 Tradeway, San Antonio, Texas 78217.*

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City of San Antonio Day Home Accreditation Project
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Appendix E

Parent Survey

Family Day Home Accreditation Program

Dear Parent of a Child Enrolled In an Accredited Family Day Home:

The City of San Antonio's Accreditation Program is in the midst of a comprehensive program appraisal. Part of the information we need to improve our training and accreditation system is information only you have. We need to know what you and your child's experience has been in your Accredited Family Day Home. Please help us by taking a few moments to fill this form out and return it by February 7th to: Children's Resources Division, Family Day Home Accreditation, Post Office Box 839966, San Antonio, Texas 78283-3966.

1) How long has your child been with this child care provider? _____.

2) How old are your child(ren)? (___) (___) (___).

3) How did you find this provider? (circle one)

a. An advertisement the provider had placed in a newspaper.
b. Word-of-mouth (ex: friends/relatives who had previously used the provider's services).
c. The KidCare (or United Way) Referral Line.
d. Other: _____

4) How important was the fact that this provider had special training and was accredited when you selected her to care for your child? (circle one)

a. Did not know the provider was accredited.
b. not at all.
c. a little.
d. some.
e. very important.
f. I would only place my child in an accredited home.

5) How satisfied are you with the care your child receives with this provider? (circle one)

a. Extremely happy!
b. Somewhat satified.
c. Somewhat dissatisfied.
d. Very dissatisfied.

6) These are the topics your provider received training in:

1) Growth and Development 2) Handling Behavior Problems
3) Business Management 4) Working with Parents
5) Planning an Activity Program 6) Space to Play & Learn
7) Child Abuse Prevention, and 8) Health and Safety.

Can you think of any other workshop topics we should also offer?

_____

7) Comments? _____

_____

Thank you for your help!

MJN:cw
1/31/89